



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Belvoir
Virginia**

BRIEFING OUTLINE

Fort Belvoir

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,819 surveys were distributed at Fort Belvoir



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Belvoir:					
Active Duty	5,093	1,194	160	13.40%	±7.62%
Spouses of Active Duty	5,852	1,484	200	13.48%	±6.81%
Civilian Employees	6,529	934	86	9.21%	±10.50%
Retirees	14,945	1,207	260	21.54%	±6.02%
Total	32,419	4,819	706	14.65%	±3.65%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

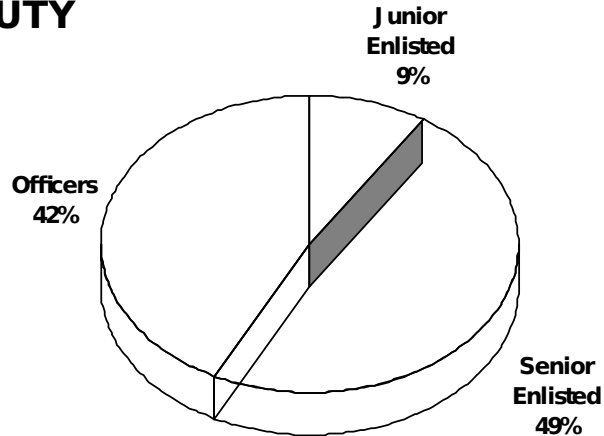
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

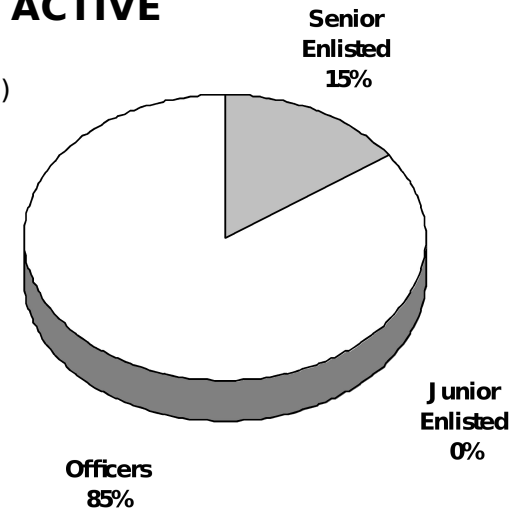
ACTIVE DUTY

(n = 153)



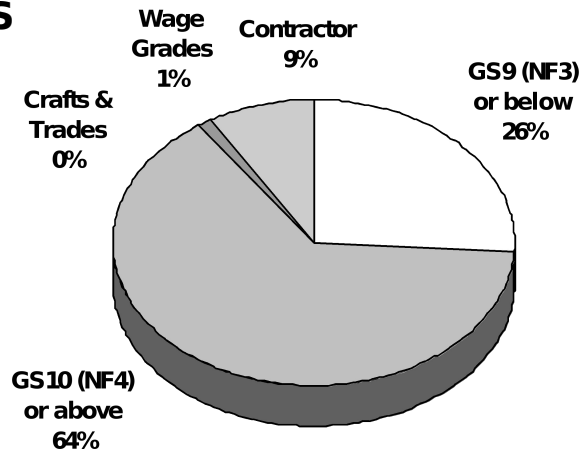
SPOUSES OF ACTIVE DUTY

(n = 175)



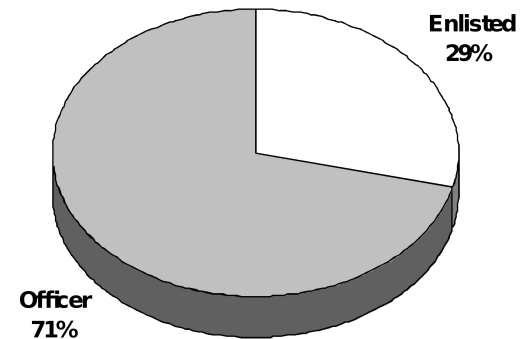
CIVILIANS

(n = 85)



RETIREEES

(n = 205)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT BELVOIR

Fort Belvoir

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	31%
Golf Course Food & Beverage	26%
ITR - Commercial Travel Agency	22%
Bowling Food & Beverage	21%
Bowling Center	21%

LEAST FREQUENTLY USED FACILITIES

School Age Services	3%
Youth Center	3%
BOSS	3%
Child Development Center	4%
Marinas	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT BELVOIR*

Fort Belvoir

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course Food & Beverage	4.39
Bowling Pro Shop	4.38
ITR - Commercial Travel Agency	4.37
Golf Course Pro Shop	4.35
Golf Course	4.31

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Marinas	3.85
BOSS	3.92
Post Picnic Area	3.99
Recreation/Community Activity Ctr.	4.14
Bowling Food & Beverage	4.14

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT BELVOIR*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course Pro Shop	4.38
Golf Course	4.27
Bowling Pro Shop	4.33
Golf Course Food & Beverage	4.33
School Age Services	4.27

FACILITIES WITH LOWEST QUALITY RATINGS*

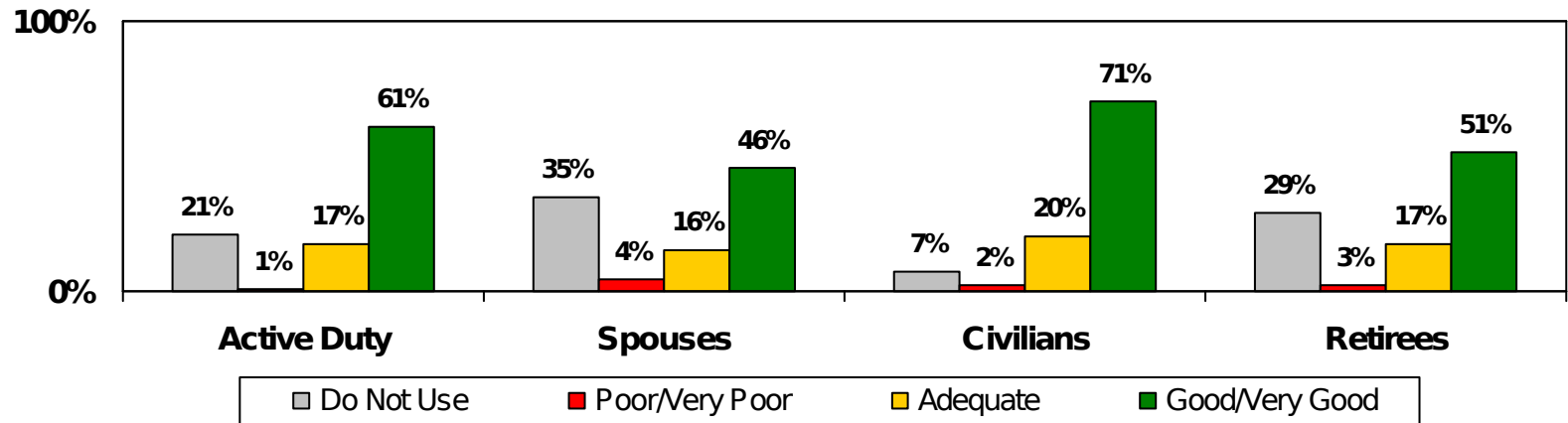
Marinas	3.44
BOSS	3.85
Post Picnic Area	3.92
Library	3.93
Athletic Fields	3.95

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

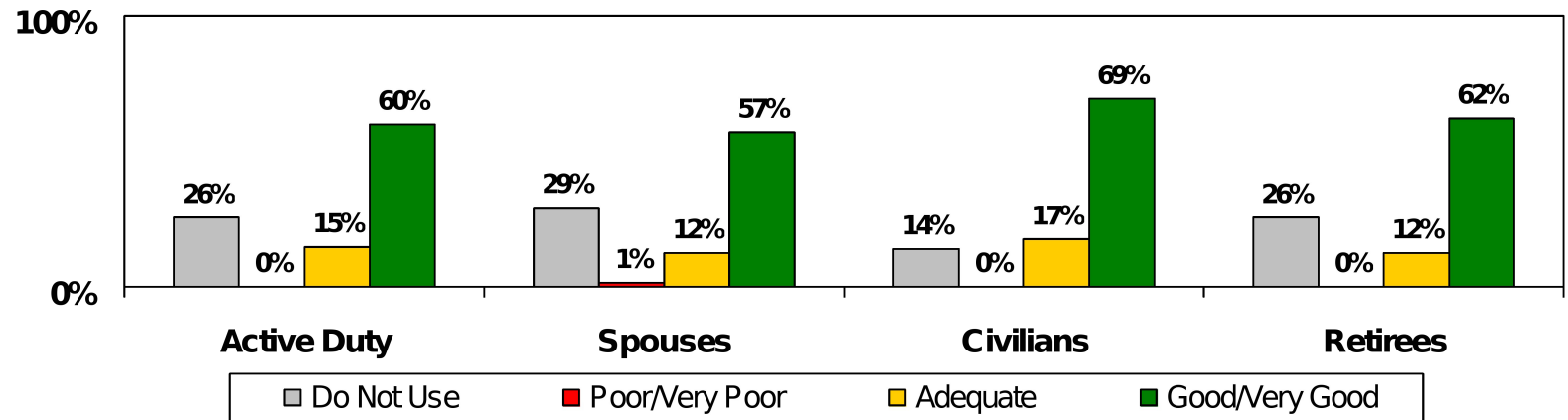
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



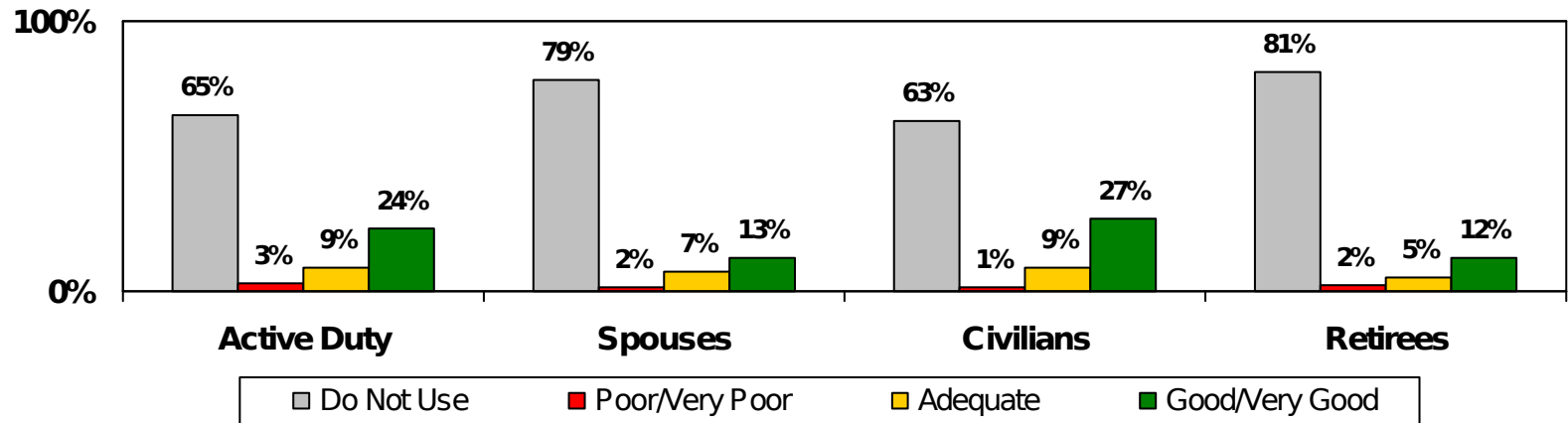
Quality of Off-Post Services



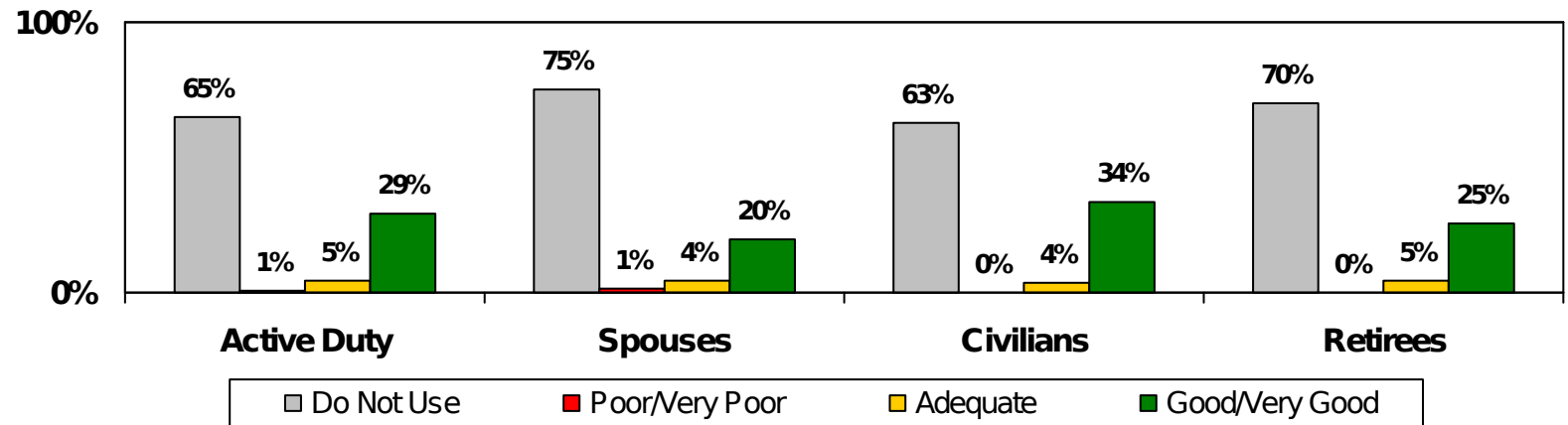
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



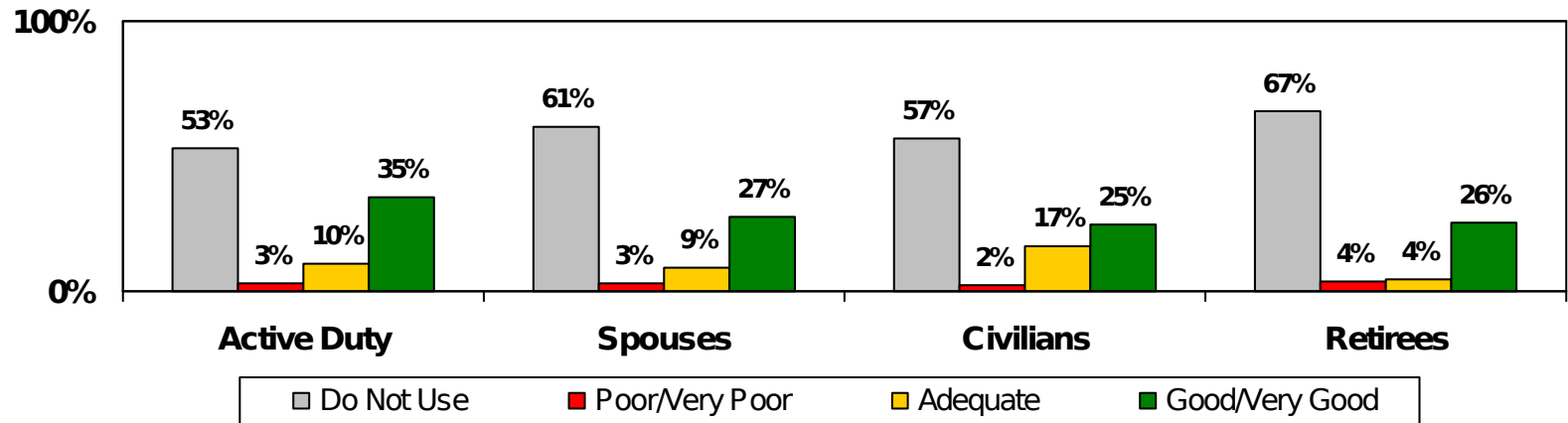
Quality of Off-Post Services



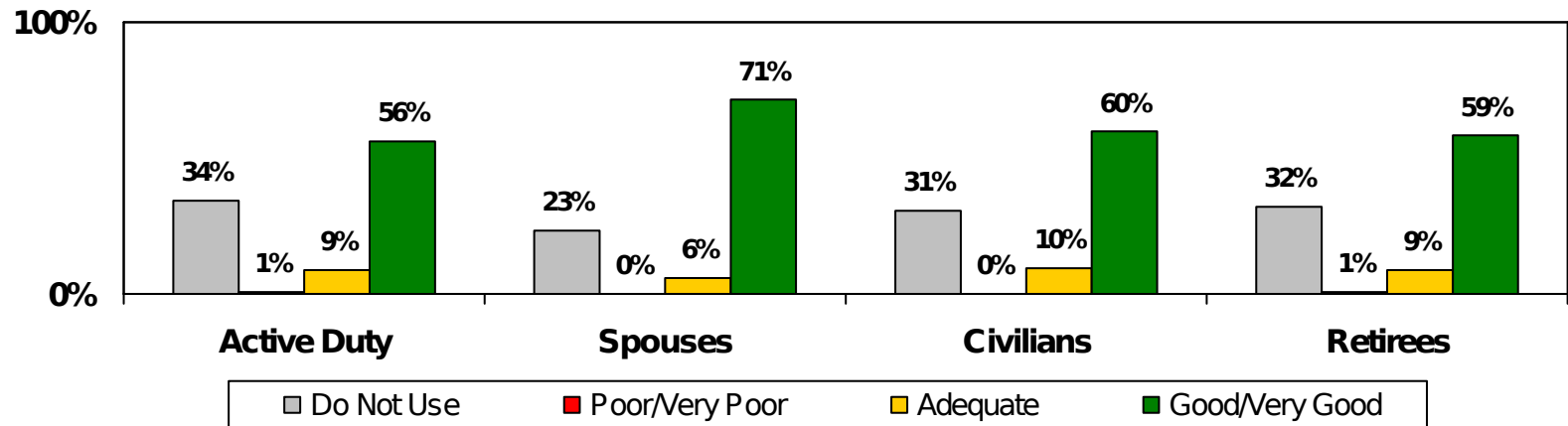
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

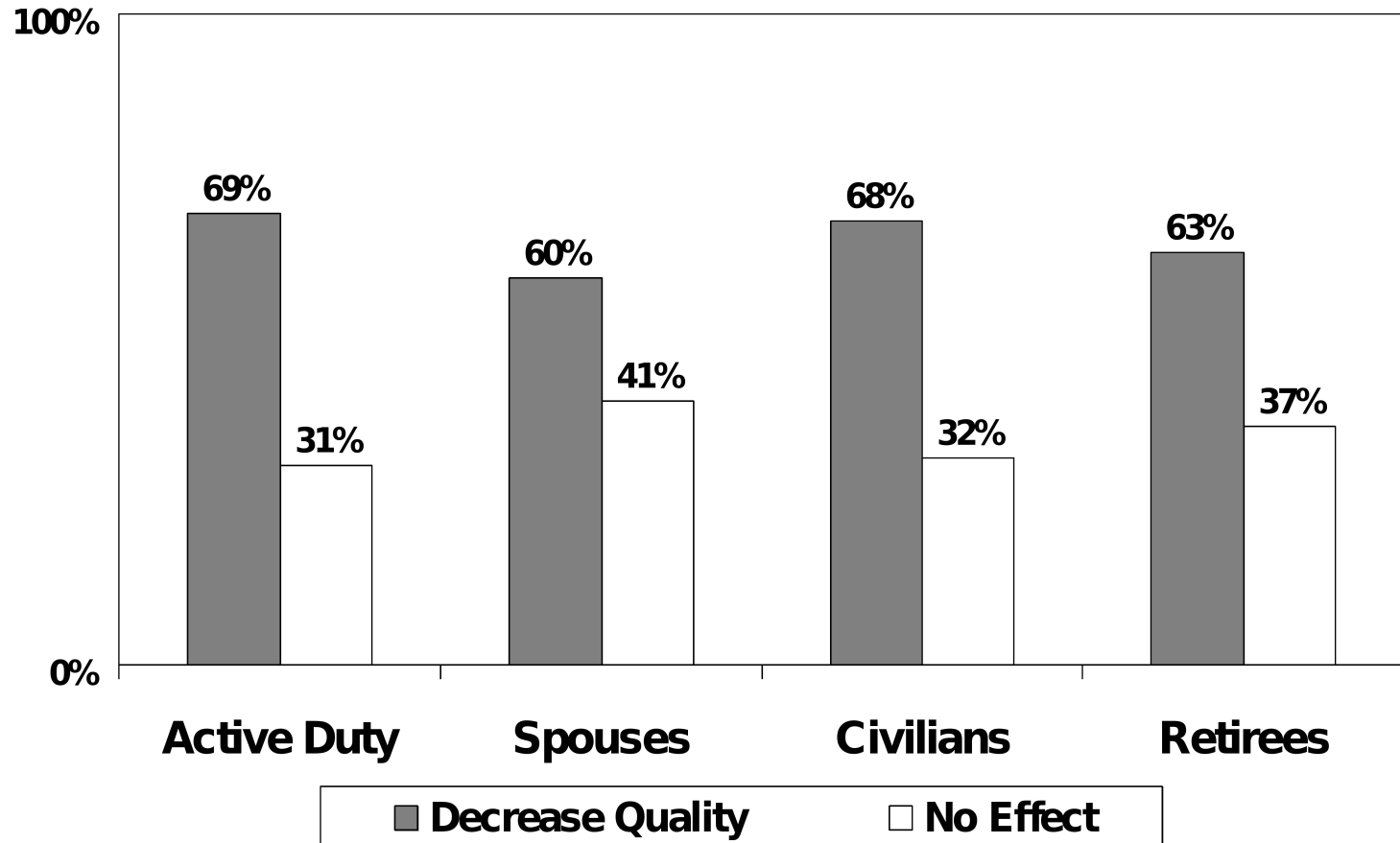


Quality of Off-Post Services



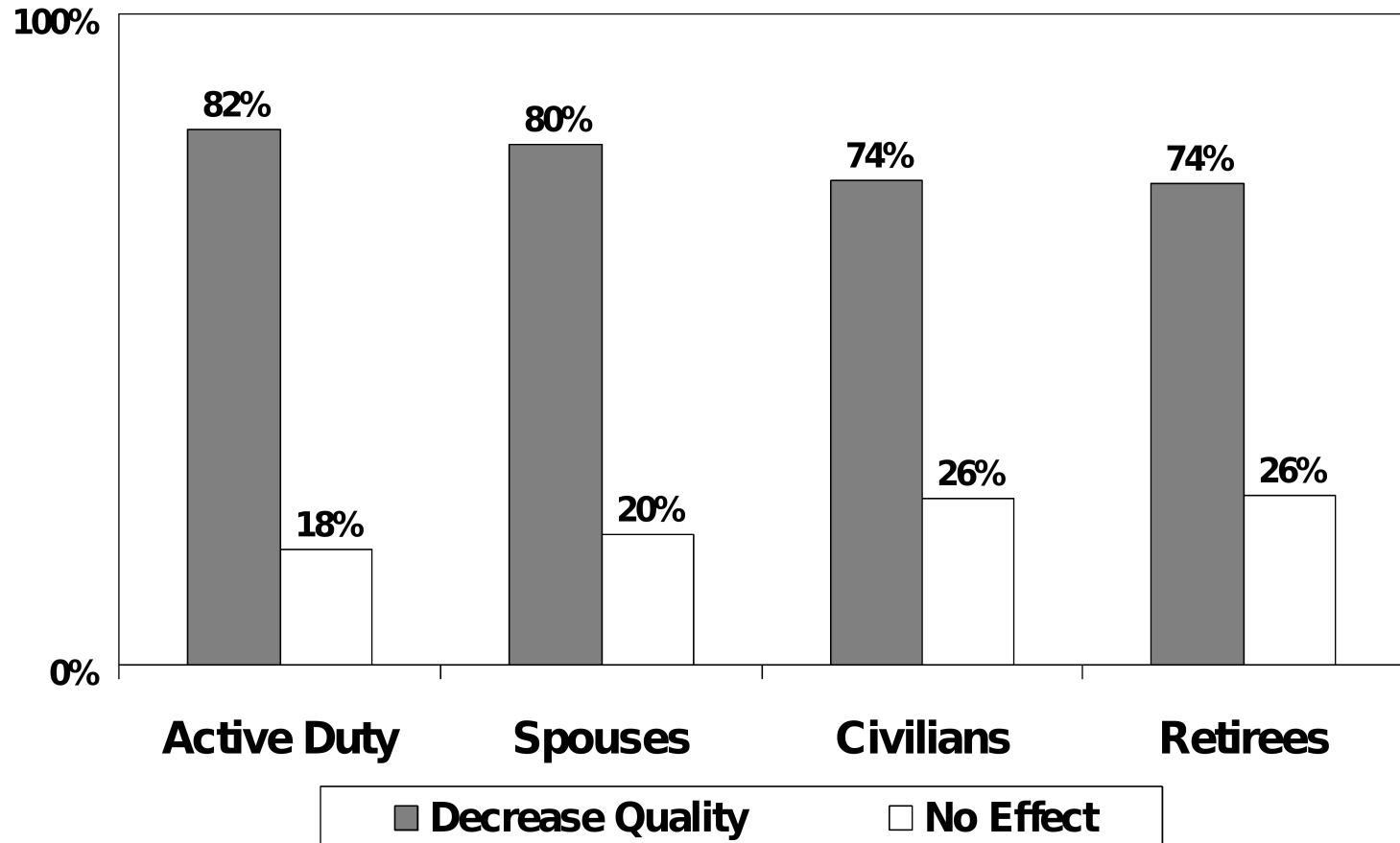
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Belvoir



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	75%
Army Lodging	75%
Library	53%
Child Development Center	53%
Youth Center	48%
Swimming Pool	41%
ITR Office	39%

RV Park	78%
Bowling Pro Shop	55%
Car Wash	53%
Golf Course Pro Shop	51%
Cabins % Campgrounds	50%
Golf Course Food & Beverage	41%
Marina	38%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Belvoir

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	24%	18%	36%	16%	22%
E-mail	32%	8%	46%	12%	22%
Friends and neighbors	25%	22%	31%	25%	26%
Family Readiness Groups (FRGs)	6%	5%	2%	1%	3%
Bulletin boards on post	33%	17%	29%	16%	22%
Post newspaper	56%	42%	60%	51%	52%
MWR publications	32%	21%	48%	37%	36%
Radio	0%	1%	1%	1%	1%
Television	1%	2%	2%	2%	2%
My child(ren) let(s) me know	5%	1%	0%	0%	1%
Other unit members or co-workers	28%	8%	36%	9%	17%
Unit or post commander or supervisor	18%	4%	7%	2%	6%
Marquees/billboards	11%	12%	12%	10%	11%
Flyers	28%	20%	47%	31%	32%
Other	8%	11%	8%	14%	11%
I never hear anything	6%	25%	4%	14%	12%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	96%	93%
Better Opportunities for Single Soldiers	48%	N/A
Army Community Service	64%	68%
MWR Programs and Services	83%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	57%	91%	9%
Outreach programs	53%	77%	23%
Family Readiness Groups	68%	85%	15%
Relocation Readiness Program	72%	93%	7%
Family Advocacy Program	68%	85%	15%
Crisis intervention	48%	84%	16%
Money management classes, budgeting assistance	63%	93%	7%
Financial counseling, including tax assistance	70%	92%	8%
Consumer information	37%	94%	6%
Employment Readiness Program	56%	79%	21%
Foster child care	29%	79%	21%
Exceptional Family Member Program	66%	91%	9%
Army Family Team Building	58%	81%	19%
Army Family Action Plan	49%	82%	18%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	97%	3%
Outreach programs	46%	91%	9%
Family Readiness Groups	64%	91%	9%
Relocation Readiness Program	73%	97%	3%
Family Advocacy Program	61%	75%	25%
Crisis intervention	42%	71%	29%
Money management classes, budgeting assistance	55%	89%	11%
Financial counseling, including tax assistance	60%	84%	16%
Consumer information	31%	88%	13%
Employment Readiness Program	57%	80%	20%
Foster child care	23%	75%	25%
Exceptional Family Member Program	60%	94%	6%
Army Family Team Building	59%	89%	11%
Army Family Action Plan	43%	93%	7%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	40%	42%
Personal job performance/readiness	37%	42%
Unit cohesion and teamwork	49%	45%
Unit readiness	53%	54%
Relationship with my spouse	36%	40%
Relationship with my children	42%	34%
My family's adjustment to Army life	40%	55%
Family preparedness for deployments	51%	60%
Ability to manage my finances	37%	33%
Feeling that I am part of the military community	50%	60%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	96%	100%
Helps minimize lost duty/work time due to lack of child care/youth services	87%	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	82%	52%
Allows me to work outside my home	87%	67%
Allows me to work at home	80%	53%
Offers me an employment opportunity within the CYS program	100%	50%
Allows me/my spouse to better concentrate on my/our job(s)	86%	90%
Provides positive growth and development opportunities for my children	87%	96%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	39%
Personal job performance/readiness	43%
Unit cohesion and teamwork	46%
Unit readiness	43%
Ability to manage my finances	32%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	31%
My family's adjustment to Army life (single parents)	36%
Family preparedness for deployments (single parents)	31%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	78%
Entertaining guests at home	69%
Going to movie theaters	60%
Internet access/applications (home)	59%
Walking	54%
Special family events	47%
Plays/shows/concerts	46%
Cardiovascular equipment	43%
Gardening	43%
Attending sports events	41%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	87%
Entertaining guests at home	79%
Gong to movie theaters	76%
Internet access/applications (home)	71%
Walking	68%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	63%
Plays/shows/concerts	53%
Live entertainment	50%
Going to movie theaters	48%

Top 5 for Active Duty

Entertaining guests at home	66%
Watching TV, videotapes, and DVDs	63%
Internet access/applications (home)	63%
Going to movie theaters	47%
Digital Photography	44%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	84%
Entertaining guests at home	69%
Walking	64%
Going to movie theaters	60%
Internet access/applications (home)	58%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	8%
Soccer	7%
Basketball	7%
Volleyball	4%
Self-directed sports tournaments	4%

Outdoor Recreation

Going to beaches/lakes	39%
Picnicking	28%
Bicycle riding/mountain biking	23%
Camping/hiking/backpacking	20%
Fishing	15%

Social

Entertaining guests at home	69%
Special family events	47%
Happy hour/social hour	36%
Dancing	29%
Night clubs/lounges	24%

Sports and Fitness

Walking	54%
Cardiovascular equipment	43%
Weight/strength training	33%
Running/jogging	30%
Group exercise classes	19%

Entertainment

Watching TV, videotapes, and DVDs	78%
Going to movie theaters	60%
Plays/shows/concerts	46%
Attending sports events	41%
Festivals/events	34%

Special Interests

Internet access/applications (home)	59%
Gardening	43%
Digital photography	35%
Automotive detailing/washing	25%
Automotive maintenance & repair	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	23%	N/A	23%
Reference/research services	19%	N/A	19%
Internet access (library)	19%	N/A	19%
Study/self development	15%	N/A	15%
Multi-media (videos, DVDs, Cds)	15%	N/A	15%
Cardiovascular equipment	14%	29%	43%
Weight/strength training	11%	21%	33%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

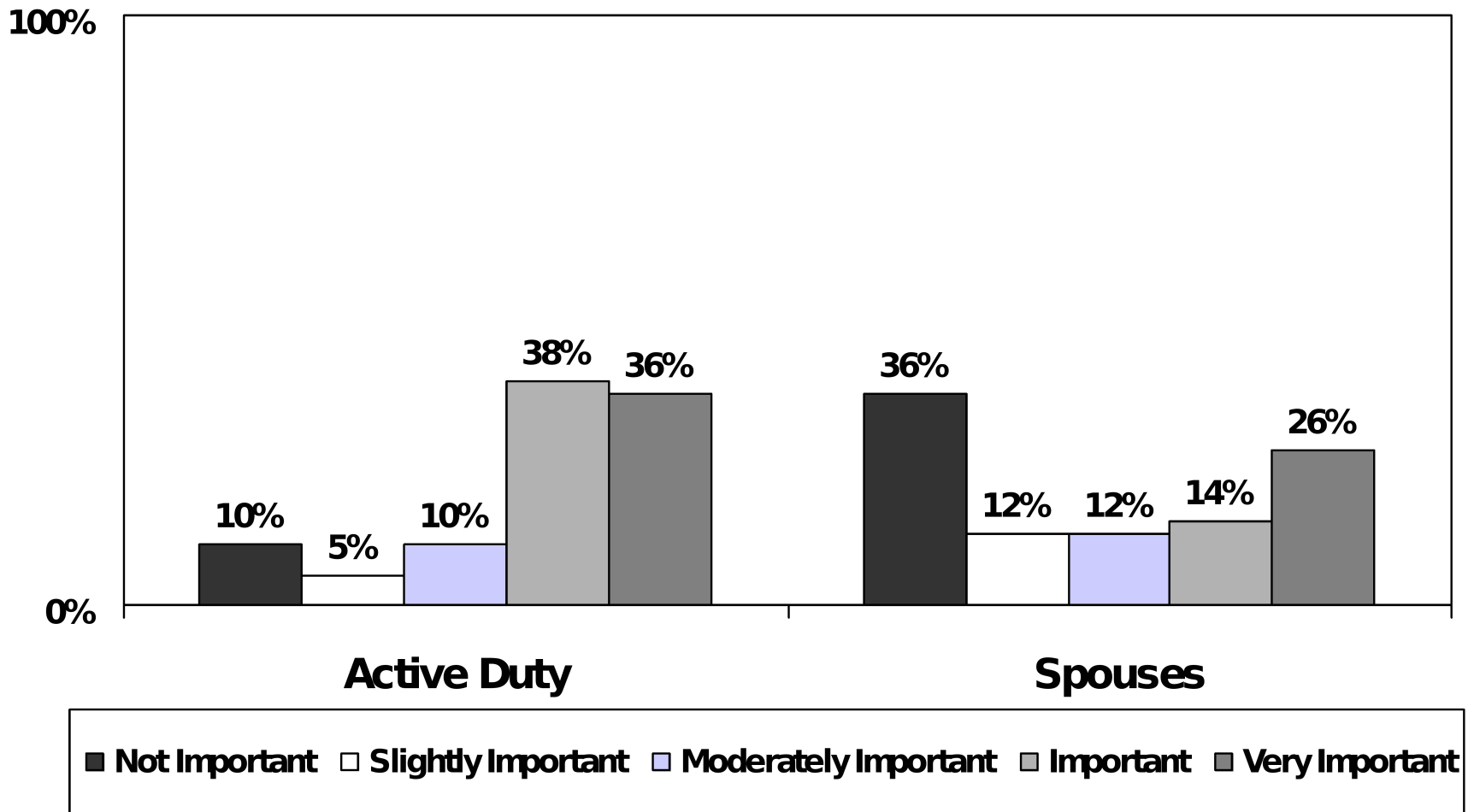
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	3%	5%	51%	59%
Gardening	0%	1%	41%	43%
Digital photography	1%	7%	27%	35%
Automotive detailing/washing	3%	9%	13%	25%
Automotive maintenance & repair	7%	8%	8%	23%
Trips/touring	0%	23%	0%	23%
Computer games	0%	1%	19%	21%

*Top 7 special interest activity preferences ranked by overall participation.

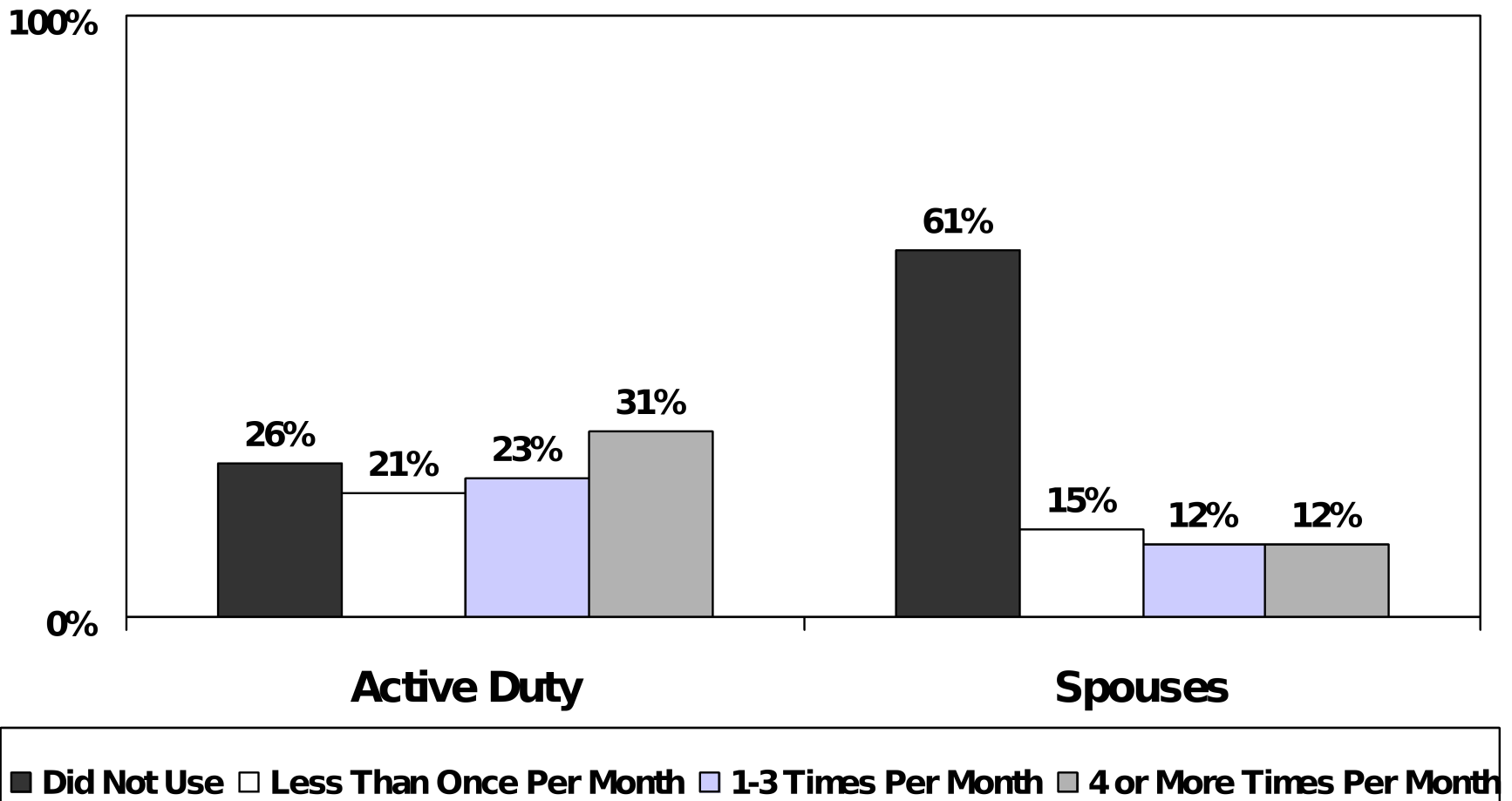
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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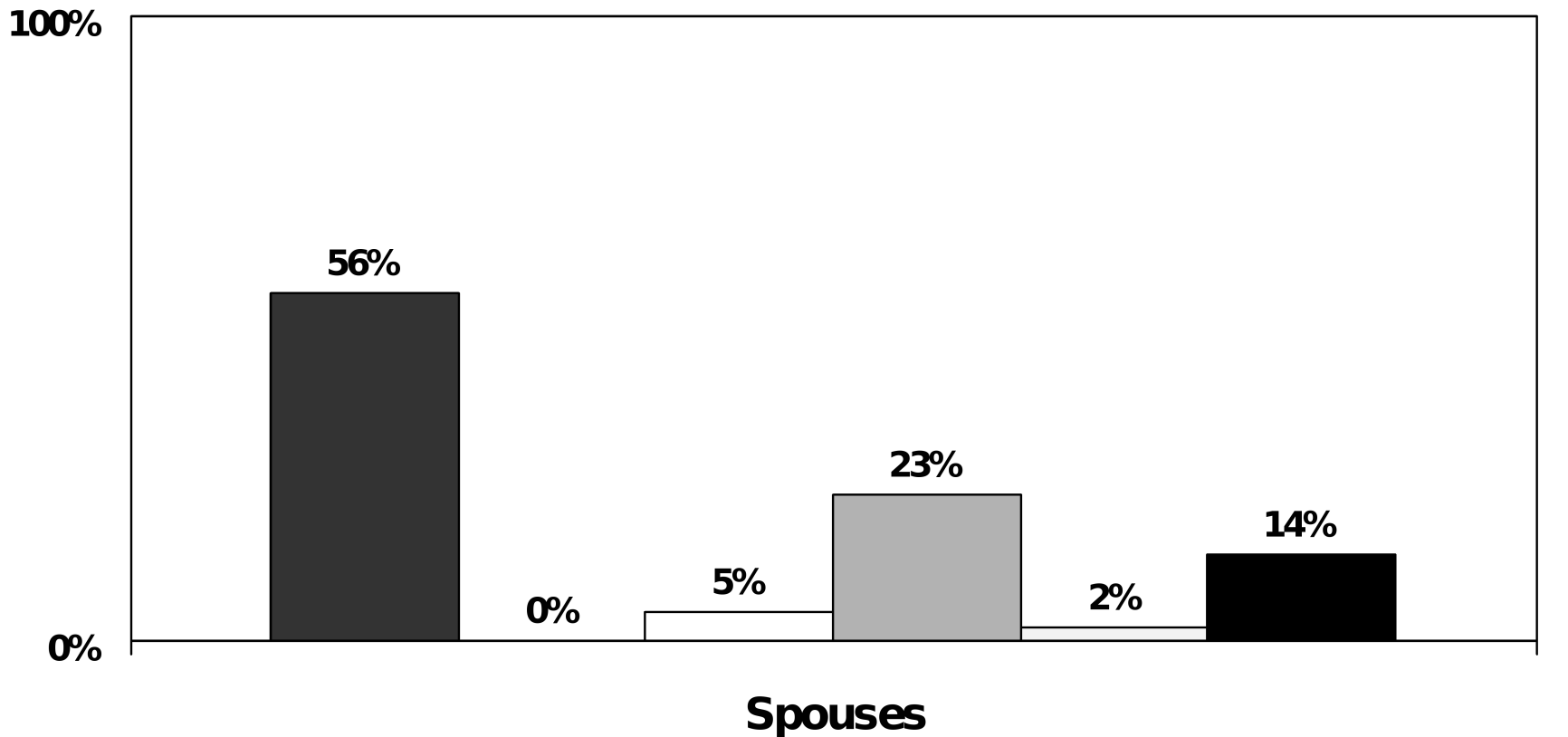
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	8%
Undecided	17%
Probably will make military a career	13%
Definitely will make military a career	53%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	4%
Not Sure	9%
Yes	87%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)